IN THE CLAIMS:

Please amend Claims so as to read as follows:

1. (Cancelled, without prejudice)

2. (Cancelled, without prejudice)

3. (Cancelled, without prejudice)

4. (Cancelled, without prejudice)

5. (Cancelled, without prejudice)

6. (Cancelled, without prejudice)

7. (Cancelled, without prejudice)

8. (Cancelled, without prejudice)

9. (Cancelled, without prejudice)

10. (Cancelled, without prejudice)

11. (Cancelled, without prejudice)

12. (Cancelled, without prejudice)

13. (Cancelled, without prejudice)

14. (Cancelled, without prejudice)

15. (Cancelled, without prejudice)

16. (Cancelled, without prejudice)

17. (Cancelled, without prejudice)

18. (Cancelled, without prejudice)

19. (Cancelled, without prejudice)

20. (Cancelled, without prejudice)

21. (Cancelled, without prejudice)

22. (Cancelled, without prejudice)

23. (Cancelled, without prejudice)

24. (New) A method for displaying an image on a liquid crystal display device having a plurality of column lines arrayed in parallel to each other, a plurality of row lines arranged in parallel to each other in a direction in which the row lines intersect the column lines, and a plurality of pixels provided corresponding to each of intersecting points of the plurality of column lines and the plurality of row lines, the method comprising:

(a) a step for supplying a select signal to one of the row lines from nth row line to n+mth (n>0, m>1) row line of the plurality of row lines and also supplying respective data signals to each of the plurality of column lines, thereby supplying the respective data signals to the pixels corresponding to the intersections of the one of the row lines and the plurality of column lines; and

(b) a step for, before or after step (a), supplying a select signal to at least one of the row lines from the lth (l>n+m, or l+m<n) row line to the l+mth row line of the plurality of row lines, and also supplying a black display signal to each of the plurality of column lines, thereby supplying the black display signal to the pixels corresponding to the intersections of the plurality of column lines with at least one of the plurality of row lines;

wherein the black display signal and the respective data signal are supplied to each of the plurality of pixels within a time period of one frame period by performing each of step (a) and step (b) a plurality of times, and

each of the plurality of pixels holds a state, in which the black display signal is supplied, for at least the time period corresponding to one-fourth of one frame period.

25. (New) The method of claim 24, wherein m>115.

26. (New) The method of claim 24, wherein step (a) and step (b) are performed in an iterative manner.

27. (New) The method of claim 24, wherein the at least one of row lines to which the select signal is applied in step (b) includes successively arranged two or more row lines.

28. (New) The method of claim 24, wherein the plurality of pixels include a liquid crystal layer having nematic liquid crystal material.

29. (New) The method of claim 24, wherein a blur of an image edge in a motion picture display is reduced.

30. (New) The method of claim 24, wherein each of the plurality of pixels includes a pixel electrode and a counter electrode, an electric potential of the pixel electrode takes either one of positive and negative values with respect to an electric potential of the counter electrode.

31. (New) The method of Claim 27, wherein

the two or more row lines are $(n+\alpha \cdot m)$th (α = 1, 2, ..., p (where p is a positive integer)) lines.

32. (New) The method of Claim 27, wherein

the two or more row lines are (n+α•m)th to (n+α•m+k-1)th (α = 1, 2, ..., p (where p and k are positive integers)) lines.

33. (New) The method according of Claim 24, wherein

supply time of the data signal and supply time of the black display signal are equal to each other.

34. (New) The method according of Claim 24, wherein

supply time of the data signal is longer than supply time of the black display signal.

35. (New) The method of Claim 24, wherein

value of m is set to satisfy the following relationship:

$f \times m/N > t$

where N is the number of row lines,

f is the one frame period, and

t is response time to liquid crystals at switch from white display to black display.

36. (New) The method of Claim 27, wherein

value of k is set so as to satisfy the following relationship:

$t \times k \geq T_o$

where t is one-time supply time of the black display signal, and

T_o is the shortest time of the black display signal that allows white display to be completely changed over to black display.

37. (New) The method of Claim 24, wherein

a voltage Vd for the case where the data signal is a data signal for black display and a voltage Vr of the black display signal are set so as to satisfy the following relationship:

for a positive polarity with respect to a potential level of the counter electrode,

Vd < Vr – in normally white mode, and

Vd > Vr in normally black mode; and

for negative polarity with respect to the potential level of the counter electrode,

Vd > Vr in the normally white mode, and

Vd < Vr in the normally black mode.

38. (New) The method of claim 26, wherein step (a) and step (b) are performed in an iterative manner while sequentially shifting at least one of the row lines to which the select signal is applied.

39. (New) The method of claim 27, further including step (c) for, a return to the first row line, if at least one of the row lines to which the select signal is applied in step (b) is beyond the last row line.

40. (New) A liquid crystal display device having:

a display panel in which are formed at least a plurality of column lines arrayed in parallel to one another, a plurality of row lines arranged in parallel to one another in a direction in which the row lines intersect the column lines, and pixels provided corresponding to intersecting points of the column lines and the row lines; a column line driver for supplying a data signal to the column lines; and a row driver for supplying a select signal to the row lines, the liquid crystal display device comprising:

a display control section for supplying an image signal and a control signal to the column line driver, while supplying a control signal to the row line driver, thereby controlling image display operation to the display panel;

black display signal generating means for generating a black display signal for displaying a black image at the pixels; and

a selector switch provided in the column line driver and operative for switchedly selecting alternately between a data signal based on an image signal derived from the display control section and a black display signal derived from the black display signal generating means,

wherein the display control section supplies to the row line driver the control signal for making the row lines selected, where the select signal is supplied to one of the row lines from the nth row line to the n+mth row line of the plurality of row lines, where n>0, m>1, while the data signal is selected by the selector switch, and where the select signal is supplied to at least one of the row lines row lines from the lth row line to the l+mth row line of the plurality of row lines, where l>n+m or l+m<n, while the black display signal is selected by the selector switch, and

each of the plurality of pixels holds a state in which the black signal is supplied for at least the time period corresponding to one-fourth of one frame period.

41. (New) The liquid crystal display device of claim 40, wherein m>115.

42. (New) The liquid crystal display device of claim 40, wherein the selector switch switchedly selects alternately between the data signal and the black display signal.

43. (New) A liquid crystal display device of claim 40, wherein the select signal is supplied to two or more of the row lines row lines from the lth row line to the l+mth row line of the plurality of row lines, where l>n+m or l+m<n, while the black display signal is selected by the selector switch

44. (New) The liquid crystal display device of claim 40, wherein the plurality of pixels include a liquid crystal layer having a nematic liquid crystal material.

45. (New) The liquid crystal display device of claim 40, wherein a blur of an image edge of a motion picture is reduced.

46. (New) The liquid crystal display device of claim 40, wherein each of the plurality of pixels includes a pixel electrode and a counter electrode, and an electric potential of the pixel electrode takes either one of positive or negative values with respect to an electric potential of the counter electrode.

47. (New) The liquid crystal display device of Claim 40, wherein
the plurality of row lines are divided into L blocks (where L is a positive integer) on an m-line basis; and
the row line driver comprises L partial row line drivers for supplying a select signal to row lines of each block.

48. (New) The liquid crystal display device according to Claim 40, wherein
the control signal from the display control section to the column line driver includes a switching control signal for controlling the switching operation performed by the selector switch; and
the switching control signal makes the select time of the data signal longer than the select time of the black display signal.

49. (New) The liquid crystal display device according to Claim 40, wherein

the control signal from the display control section to the column line driver includes a switching control signal for controlling the switching operation performed by the selector switch; and

the switching control signal makes the select time of the data signal and the select time of the black display signal equal to each other.

50. (New) The liquid crystal display device of Claim 42, wherein

the control signal from the display control section to the row line driver includes a discriminant signal for discriminating whether it is a black signal supply period during which the black display signal is supplied; and

based on the discriminant signal, the row line driver supplies the select signal to the (n + m)th to (n + m +k – 1)th row lines during the black display signal supply period.

51. (New) The liquid crystal display device of Claim 50, wherein
the control signal from the display control section to the row line driver includes a scan start signal, and wherein
the row line driver comprises:
a shift register having a plurality of latch circuits; and
scan start signal supplying means for supplying the scan start signal to the first latch circuit of the shift register during a data signal supply period, and also supplying the scan start signal to continuous k latch circuits starting from the mth latch circuit of the shift register during a black display signal supply period.

52. (New) The liquid crystal display device of Claim 51, wherein
the scan start signal supply means is enabled to change the latch circuit number "m" and the number of latch circuits "k" for the black display signal supply period.

53. (New) The liquid crystal display device of Claim 52, further comprising:
supply control means for controlling the operation of the scan start signal supplying means, and
the supply control means outputs a control signal for setting the latch circuit number "m" to the scan start signal supplying means based on a scan-start-position designating signal from external.

54. (New) The liquid crystal display device according to Claim 40, wherein

the display control section, in response to a command signal from external, selectively outputs a control signal for a first display mode in which a black signal supply operation based on an operation performed by the selector switch is performed, or a control signal for a second display mode in which a black signal display is not performed with the selector switch out of operation.

55. (New) The liquid crystal display device according to Claim 54, further comprising:

a signal-use reference power supply for setting a voltage of a data signal supplied from the column line driver, wherein

the voltage of the signal-use reference power supply is changeable between the first display mode and the second display mode.

56. (New) The liquid crystal display device of Claim 54, further comprising:

motion picture/still picture discriminating means for monitoring data of the same position on a screen based on an image signal derived from the display control section, thereby discriminating whether a picture based on the image signal is a motion picture or a still picture, and outputting a command signal representing a result of the discrimination to the display control section.

57. (New) The liquid crystal display device of Claim 54, further comprising:

a backlight for illuminating the display panel from its rear side; and

backlight adjusting means for changing brightness of the backlight according to the first display mode and the second display mode based on the command signal.

58. (New) The liquid crystal display device of Claim 54, wherein

the black display signal generating means is a black display signal use power supply, and

the voltage of the black display signal power supply is changeable between the first display mode and the second display mode.